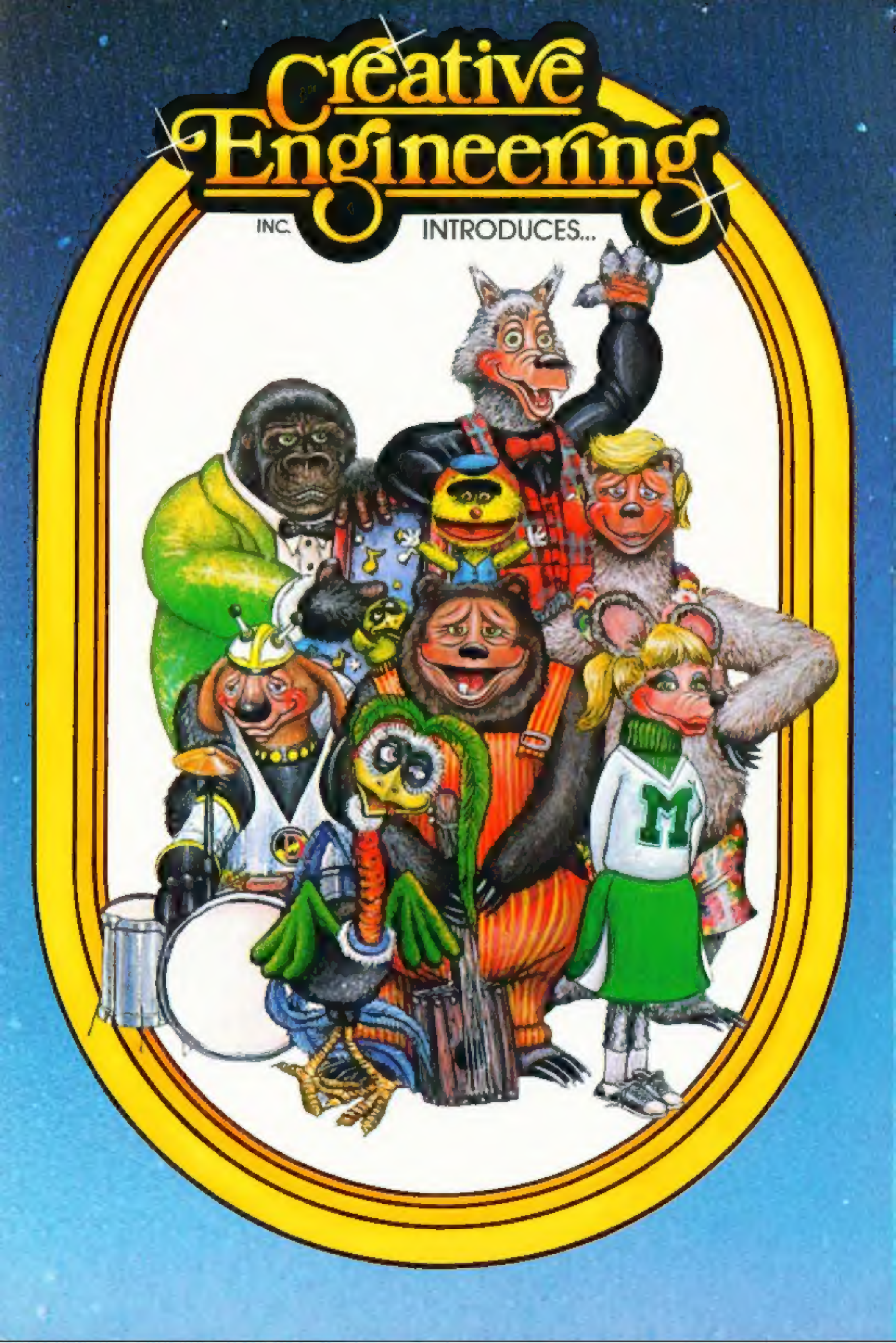

Creative Engineering
INC.
INTRODUCES...
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SHOWBIZ
PIZZA PLACE®
INC.

The Rock-afire Explosion

ELECTRONIMATION™

Undisputed even by our competitors as the finest electronically controlled animated entertainment in the world.

Pictured above is the world's first animated ventriloquist act of Rolfe de Wolfe and his antagonistic puppet friend, Earl Schmerle.

THE ROCK-AFIRE EXPLOSION

This four character group of musicians performs every type of music imaginable from Rhythm and Blues to the most modern Rock and Roll. The illusion that these characters are actually performing the music is accomplished through highly accurate movement and light synchronization. Duke LaRue actually plays his four-piece drum set in perfect rhythm. Fats Geronimo performs on a synthesizer that comes to life with its own light show. Beach Bear sings and plays his guitar with enough energy to rival the most active live performers, and Mitzi Mozzarella carries the beat with her highly fluid arm movements and her high school cheerleader style.

BILLY BOB AND LOONEY BIRD

This unlikely combination of unusual personalities steals the heart of any audience. Their unassuming innocence and positive attitudes toward all of life's little problems give this team its irresistible charm.



THE WHOLE STORY

The Rock-Afire Explosion is designed and manufactured by Creative Engineering, Inc. exclusively for ShowBiz Pizza Place, Inc. of Topeka, Kansas. SPP is a chain of restaurants combining the talents of Creative Engineering, Inc. with those of Brock Hotel Corporation, the largest franchisee of Holiday Inns in the World.

ShowBiz Pizza Place, Inc. requires our entire production capacity at this time. We regret that we cannot offer anything to new customers of the amusement park industry for delivery in 1981. For delivery in late '82 or in '83, we will entertain undertakings of electronimation™ spectaculars, shows of 50 to 100 characters with elaborate stage settings, either in a dark ride with moving audiences or with moving stages, or in a still setting.



Creative Engineering, Inc.
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CEI ROCK-AFIRE EXPLOSION BROCHURE

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